CLAIMS

1.   1.   A method for providing media to a user via an interactive media services client device
2.   coupled to a programmable media services server device, said method comprising steps of:
3.   receiving user input identifying a media rental, wherein a defined access duration is
4.   associated with said media rental;
5.   receiving user input requesting that the access duration be extended; and
6.   extending the access duration.

1.   2.   The method of claim 1, further comprising the step of:
2.   providing the user with pricing information related to the time period extension.

1.   3.   The method of claim 1, wherein a price charged for extending the time period depends on
2.   information entered by a system operator via a control menu.

4.   The method of claim 1, wherein a price charged for extending the time period is computed by
an algorithm stored in memory within the server device.

5.   The method of claim 1, wherein the media rental is a movie.

6.   The method of claim 1, wherein user input is received via a remote control device.

7.   The method of claim 1, wherein the user selects the media rental and requests the access
period extension by selecting options displayed on a display device.

8.   The method of claim 7, wherein the display device is a television.

1.   9.   The method of claim 1, further comprising the step of:
2.   presenting the user with the media rental.

1.   10.   The method of claim 1, further comprising the step of:
2.   prior to the step of receiving user input requesting that the access duration be
3.   extended, alerting the user that there is insufficient rental time remaining for
4.   viewing a remainder of the media rental.

1   11. An interactive media services client device for presenting media to a user coupled to a
2   programmable media services server device, said client device comprising:
3   a processor; and
4   memory configured to cause the processor to extend the access duration for a media
5   rental in response to user input.

1   12. The interactive media services client device of claim 11, wherein a price charged for
2   extending the access duration depends on information entered by a system operator via a
3   control menu.

1   13. The interactive media services client device of claim 11, wherein a price charged for
2   extending the access duration is computed by an algorithm stored in memory within the server
3   device.

14. The interactive media services client device of claim 11, wherein the media rental is a movie.

15. The interactive media services client device of claim 11, wherein user input is received by the
    client device from a remote control device.

16. The interactive media services client device of claim 11, wherein the media rental is displayed
    on a television screen.

1 17. A programmable media services server device for presenting media to a user via an
2   interactive media services client device, said server device comprising:
3   a processor; and
4   memory configured to cause the processor to extend the access duration for a media
5   rental in response to user input.

1 18. The programmable media services server device of claim 17, wherein a price charged for
2   extending the access duration depends on information entered by a system operator via a
3   control menu.

1 19. The programmable media services server device of claim 17, wherein a price charged for
2   extending the access duration is computed by an algorithm stored in memory within the server
3   device.

20. The programmable media services server device of claim 17, wherein the media rental is a
     movie.

21. The programmable media services server device of claim 17, wherein user input is received
     by the client device from a remote control device.

22. The programmable media services server device of claim 17, wherein the media rental is
     displayed on a television screen.

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